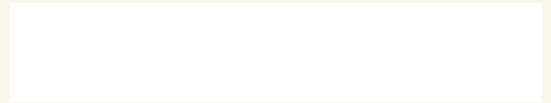


Insight 2006 An Invitation

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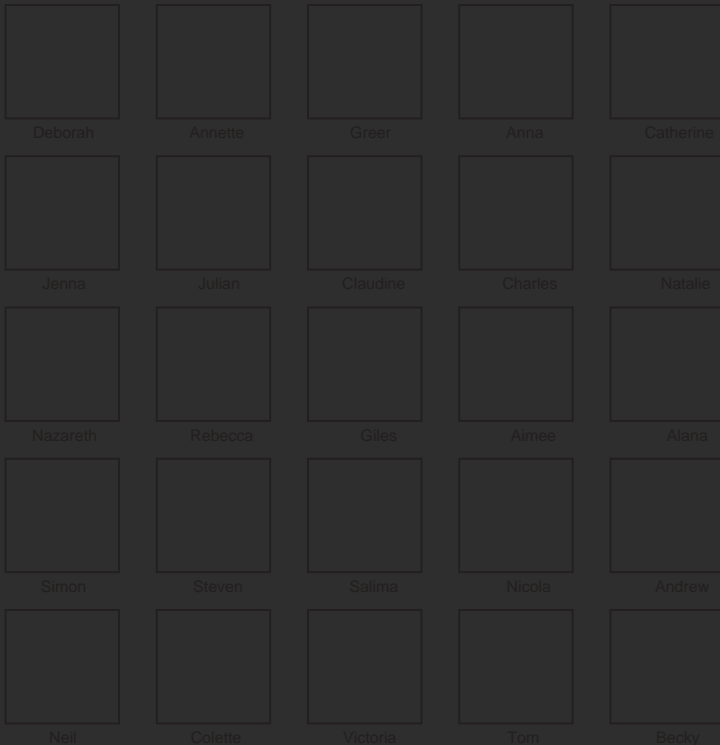


Personnel Resources will be attending the forthcoming Insight Show at Earl's Court on 21st and 22nd November. This year represents our 11th year at the show and we are proud to have been associated with this exhibition since the start - indeed we believe that we are the only exhibitors to have attended every single year since the first show in Victoria in 1996!

As always, Personnel Resources will provide a comfortable and professional environment for employers to relax and pick our brains on recruitment trends, discuss staffing requirements or simply to rest their feet and enjoy a complimentary glass of wine or champagne.

Due to the increasing popularity of our stand (we hope it is our charms and expertise, not just the refreshments!) we are taking a bigger stand than ever which will also help us talk to more clients as well as accommodate our growing numbers of staff (we are now 25!) We hope to see you at the show. If you require tickets please call Annette Cormack on 020 7242 6321.

Now We Are ~~25~~! Appointments & Promotions



Personnel Resources is pleased to announce that Greer Benson has joined the team as a Consultant specialising in International Appointments.

Anna Cosgrove and Catherine Sterling have recently joined the Agency team.

On
Other
Pages:

To discuss your staffing or career needs, please call the leading team in Market Research Recruitment. Contact us Personnel Resources, 55/56 Lincolns Inn Fields, London WC2A 3LJ. T: +44 (0)20 7242 6321 E: info@personnelresources

Check out the best vacancies at www.personnelresources.co.uk

AGENCY & CLIENTSIDE, LONDON/SE



Qualitative & Planning

RESEARCH CONSULTANT - TECHNOLOGY**Intelligence Group • London • £60-£90,000 + benefits**

Managing a number of key accounts, you will be responsible for running consultancy projects, driving growth, addressing target markets, competitive positioning and implementing strategies for future business objectives. You will advise senior opinion leaders, attending workshops and present at global conferences, so you must have excellent commercial and communication skills with the ability to influence senior management.

HEAD OF ANALYTICS/MARKETING SCIENCES**Major Agency • London/M40/M4 • £60-£70,000 + excellent bens**

An analytics 'guru' role to lead a business unit which provides sophisticated analytics and value-added services across the business. You should be a team leader with strong commercial skills and a technical background which encompasses a full range of analytical methodologies, packages and techniques. This global group is 'multi-sited' and the role can therefore be based in Central or West London/M40 locations.

RESEARCH/ANALYSIS MGR - IT/TELECOMS**Global Consultancy • London • £37-£45,000 + benefits**

Providing insights for areas such as mobile devices, content, broadband and technology effects, you will be involved in collecting data, analysing trends, identifying new market opportunities, managing in-house databases, liaising with senior people and writing industry reports. You will have a strong track record in researching the Technology/Telecoms industry, managing large projects, with excellent quantitative skills.

STRATEGIC ACCOUNT MANAGER - PHARMA**Growing Consultancy • Surrey • £35-£45,000 (neg) + benefits**

Take your pharma experience in a strategic client-servicing direction! Managing and servicing a portfolio of key accounts within this consultancy, you will provide insight on brand marketing issues and manage key relationships. The ability to 'see the story behind the data' is therefore essential - excellent client servicing and presenting skills a must. Excellent salary and great prospects!

INSIGHTS MANAGER - FINANCIAL CLIENT**Surrey • £35-£40,000 + excellent benefits**

A chance to work with a truly global brand. As a senior member of the team you will manage direct reports, delivering insightful research using your significant research experience and people management skills to the full. Great benefits and prospects.

SENIOR RESEARCHER - TOURISM CLIENT**London • £25-£30,000 + benefits**

Commission and manage high-profile on-going tourism studies with this major tourism organisation. You will be responsible for deriving insight on industry trends and communicating results to key clients. Proactive with excellent communication and project management skills, you will have superb quantitative research skills, ideally with a knowledge of the tourism industry.

SENIOR/RESEARCH EXECUTIVE - B2B**Prestigious Agency • London • £24-£30,000 + benefits**

Excellent opportunity for a S/RE to join this 'boutique' style agency where your progression and rewards are limitless! You will be using both quantitative and qualitative methodology which will broaden your skills base and enable you to participate in a range of different projects. This vibrant company is expanding rapidly, giving you the opportunity to take on early responsibility.

S/RE - BRAND RESEARCH GROUP**Central London • £20-£29,000 + excellent benefits**

If you are fascinated by consumer marketing, then this may well be the move you have been waiting for! With outstanding training and prospects, this global group will offer the scope for early responsibility, variety and the chance to work with inspiring and creative individuals across brand marketing and advertising fields. Good quant skills a must!

DIRECTOR (TRACKING) - MARKETING GROUP**London • £60-£75,000 (neg) + outstanding benefits**

Are you a senior brand-tracking specialist who is feeling a bit "been there done that" when looking at the usual vacancies out there? Why not join one of the top brand and marketing agencies to run their quantitative brand tracking research? Applications are welcome from those who have a real understanding of how research impacts on marketing and who can communicate effectively across research and non-research audiences. A creative mindset is also essential. A refreshing and rewarding move!

DIRECTOR - SOCIAL RESEARCH**'Top Tier' Research Group • London • £50-£70,000 + benefits**

An ideal move for an Associate Director or Research Director-level individual with a background in social research to manage prestigious central government and NGO clients with this top group. Team management skills are also a must, plus the ability to present to and advise non-research clients. An astute move for those with a keen eye to move into divisional management.

RESEARCH MANAGER - TELECOMS CLIENT**Hertfordshire • £35-£45,000 + excellent benefits**

An ideal clientside move for a Quant SRE or RM with a telecoms or consumer background (agency or clientside). You will work closely with key business units with this major brand, managing quant and qual research including NPD, branding, CRM and advertising, communicating recommendations to influence strategic decisions.

CONSULTANT - STRATEGIC AGENCY**Central London • £25-£40,000 (neg) + bonus + benefits**

Are you considering your first move into consultancy? This is a fantastic role for a researcher with experience in an ad hoc agency looking for a position with greater client involvement and a real opportunity to solve marketing problems using insightful and in-depth research. You will ideally be a bright graduate and have good knowledge of either quant or qual (ideally both) techniques gained within a consumer-focused environment.

RM - TELECOMS/MULTIMEDIA CLIENT**1 Year Contract • Surrey • c£30,000 (neg) + excellent benefits**

Superb opportunity to join the Insights team in one of the country's most popular names in this fast-paced market. With a proven record of advanced research analysis, you will be responsible for consumer segmentation studies to provide insights into consumer behaviour. A strong project manager, you will have the ability to build relationships across the business and with external agencies.

MARKET INSIGHT EXECUTIVE - FMCG CLIENT**Berkshire • £25-£30,000 + benefits**

Within this household name as Market Insight Executive you will be delivering vital insights across the business, understanding market dynamics, identifying gaps and opportunities and undertaking competitor intelligence. With strong team working and communication skills, you should ideally have experience of analysing ACNielsen, TNS, IRI or Dunnhumby Shop data.

S/RE (MYSTERY SHOPPING) - NTH OF LONDON**Leading Retail Group • £22-£30,000 + benefits**

This consultancy is a team of experts in the retail market. Impressive growth has created a vacancy for a creative S/RE to join their innovative mystery shopping division. You will manage an exciting and diverse range of quantitative projects and enjoy early client contact. Excellent package and prospects!

QUANT ACCOUNT EXEC - BRAND & COMMS**London • £21-£25,000 + benefits**

Eager to make a name for yourself in the world of advertising and branding? A global agency with an enviable reputation is offering the opportunity for a bright and ambitious researcher to become one of their key team members. As an Account Executive, you will be involved in the entire research process from beginning to end and involved from the outset in client management for key accounts.



International



Business Information



Analysis / Database



Field & Operations



Data Processing & IT



Career Guidance

For more information or to discuss your career requirements in confidence, please contact the leading team of specialists: JULIAN HADFIELD, DEBORAH LEWIS, REBECCA SETON, STEVEN MARSHALL, ANNETTE CORMACK, NATALIE VAN DEN BERG, NAZARETH TEKESTE, AIMEE CURTIS-ALLEN, CLAUDINE ROBERTSON, CHARLES MOORE, JENNA GREEN or ANDREW DOHERTY.

e: info@personnelresources.co.uk

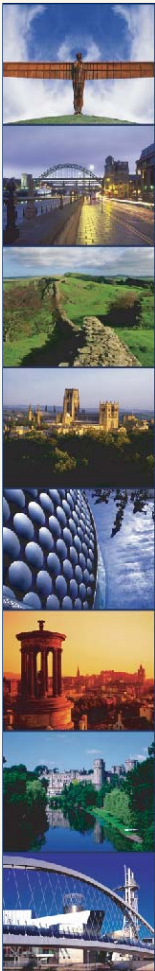
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MIDLANDS, SCOTLAND & THE NORTH

RESEARCH MANAGER - NEWCASTLE

Research & Strategy Consultancy • £25-£35,000 + bonus + benefits
Enjoy an excellent standard of living with a London-style salary! Exciting opportunity with this strategic consultancy for an experienced Research Manager; a varied and challenging position that encapsulates all aspects of research under one role - with account, project and line management responsibilities! Genuine opportunities for quick progression.

RM (PUBLIC SECTOR) - EAST MIDLANDS

Fast-growing Consultancy • £Excellent + bonus + benefits
Are you a public sector research specialist looking to take your experience in a more strategic direction? This consultancy is undergoing considerable growth in its business and is seeking a Research Manager-level individual to act as key project and account manager. You will enjoy early client responsibility, with plenty of variety and scope to progress plus excellent benefits and regular bonuses.

RESEARCH CONSULTANT - LEADING UNIVERSITY

Midlands • £25-£31,000 + benefits
Fancy going back to college?! The research arm of this leading university acts as an independent consultancy and is looking for a versatile RE or SRE to manage quant and qual projects across education public sectors (experience in this field useful but not essential). A great move where your research will have a real impact on the world around you!

SENIOR RESEARCH EXECUTIVE - EDINBURGH

Established Consultancy • £25-£28,000 (neg) + benefits
Great role for a versatile researcher with good quant (qual a plus) skills to manage an exciting and varied range of projects across consumer and public sectors. Agency or clientside experience considered; early client responsibility with national and Scottish accounts.

To apply or for further information, contact **CLAUDINE ROBERTSON** or **DEBORAH LEWIS** in confidence on 020 7242 6321, fax 020 7831 7121, email claudine@personnelresources.co.uk, or write to 55/56 Lincolns Inn Fields, London WC2A 3LJ. See far more vacancies at www.personnelresources.co.uk

SENIOR CONSULTANT (QUANT) - LEEDS

Strategic Consultancy • £25-£35,000 + benefits
This highly reputable strategic consultancy based in Leeds has grown from strength to strength in recent years and will give you ample responsibility to develop and maintain your own client base and be fast-tracked into a management role. You will enjoy a creative, challenging environment that will take your career to new heights!

CLIENTSIDE RESEARCHER - NORTHANTS

Retail Client • £25-£32,000 + benefits
This leading retailer is one of the most recognised brands in the UK and their products are enjoyed by millions around the globe. With experience in both qual and quant research methods, you will provide insightful market research and communicate actionable results across the business. Conducting some research in-house, including online, you will also be excellent project manager with proven experience of proposal writing.

S/RE (B2B) - LEEDS

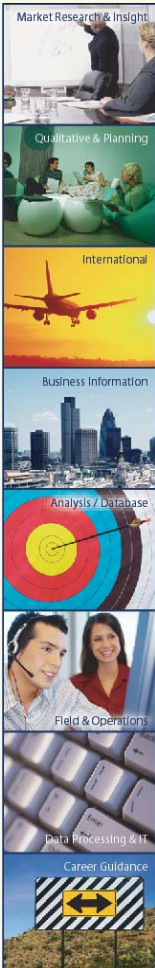
Leading Agency • £23-£30,000 + benefits
Rare opportunity for a Senior/Research Executive with B2B experience to join this big name in the industry! You will enjoy early project and client management responsibility and work across an extensive range of sectors. Excellent training and enjoy fast progression.

SRE (ONLINE RESEARCH) - MANCHESTER

Growing Consultancy/Online • £24-£28,000 + benefits
Highly reputable online consultancy has a great opportunity in its online research team, offering early client responsibility with your own presentations within a matter of months. You will supervise qual and quant projects from conception to completion and mentor junior members of staff. An excellent move for those looking to further their career in this cutting-edge research sector!

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QUALITATIVE & PLANNING

MD DESIGNATE - NEW YORK

Creative Agency • \$120-\$170,000 + high bonus + bens + relocation
The Big Apple - "If you can make it there, you can make it anywhere". This full service strategic boutique with an outstanding reputation in international research is growing fast and needs a senior qual specialist to take charge of the US business and establish a base in Manhattan. Knowledge of US markets and international qual is vital.

AD - MARKETING & BRAND CONSULTANCY

South East • £35-£55,000 + car + benefits
Be the one behind emerging brands and products with this highly-regarded organisation based just outside London! This role offers the benefit of combining your hands-on qual research skills with strategic thinking and creativity as you advise top-level clients on a range of branding and marketing issues. A broad array of qual skills required along with exceptional client relationship abilities.

RM/AD (MULTI-MEDIA) - PRESTIGIOUS AGENCY

Central London • £30-£50,000 (neg) + excellent benefits
Work on an exciting range of projects (UK and international) across multi-media and emerging technology industries using cutting-edge techniques. Qual agency or ad-planning background needed plus a passion for multi-media. Superb training and development opportunities plus the chance to work with a diverse range of researchers and comms specialists.

RE/SRE - CONSUMER/TECHNOLOGY/SOCIAL

West End • £25-£35,000 + benefits + bonus
Varied role for a fresh-thinking and versatile qualitative researcher with this well-regarded consultancy with a wealth of clients in social, retail, financial and telecoms sectors. Strong qualitative skills (moderating, depths, ethnography etc) essential to make an impact on clients' marketing decisions.

To apply or for further information, contact **REBECCA SETON** in confidence on 020 7242 6321, fax 020 7831 7121, email rebecca@personnelresources.co.uk, or write to 55/56 Lincolns Inn Fields, London WC2A 3LJ. See far more vacancies at www.personnelresources.co.uk

INTL DIRECTOR - PRESTIGIOUS CONSULTANCY

London • £60-£85,000 + benefits + bonus
This consultancy is renowned for its truly international perspective and creative approach to client branding issues. A superb opportunity to use your in-depth understanding of qualitative research and planning to influence and direct major advertising campaigns and brand development programmes worldwide. International experience desirable - foreign travel is a major perk of this role!

AD (HEALTHCARE) - CREATIVE AGENCY

Central London • £35-£50,000 (neg) + benefits
A highly creative and stimulating environment in which to develop your strategic qualitative career, providing insight into branding and communications development within the pharmaceutical sector. You should have first-class qual skills, ideally gained within healthcare/branding, combined with real intellectual rigour and a flexible approach. Great company track record in staff training and welfare.

SRE - CONSUMER/BRANDING CONSULTANCY

West London • £30-£35,000 + benefits
This close-knit team of some of the brightest minds in creative branding conducts insightful research using the latest techniques and cutting-edge methodologies. You should be well-versed in all aspects of qual research and project management with a genuine passion for consumer branding.

SRE (SOCIAL RESEARCH) - PRE-EMINENT GROUP

Central London • £25-£30,000 (neg) + benefits
Immerse yourself in social research issues working on a fascinating range of strategic projects for government bodies, charities and public sector organisations. This top agency provides first class training using the full mix of creative methodologies. A strong grounding in qual required plus ability to work with senior clients.

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YOU'VE
REACHED
THE
TOP?

THERE
IS MORE
OUT
THERE
THAN
YOU MAY
REALISE!

TOP TIER VACANCIES £75-£200,000

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GLOBAL QUALITATIVE CEO - MAJOR GROUP

Flexible global location • US \$200-\$300,000 + benefits + high bonus

This is the most senior qualitative position that we have managed for many years, where you will take charge of one of the industry's most prestigious international qualitative networks and implement and drive forward commercial and creative initiatives. This is a 'thought leadership' and commercial development opportunity where you will lead a senior team which comprises some of the best strategic minds across the world.

GLOBAL OPERATIONS DIRECTOR - MAJOR GLOBAL GROUP

Flexible global location • £100-£150,000 (neg) + excellent benefits

A 'heavyweight' position where you will bring together and develop operations around the world for this top global group. Reporting to you will be all data collection, data processing and project/field management encompassing traditional and online methodologies, across Europe, Middle East, Asia Pacific and the Americas. This position needs an individual with real vision and experience across technical and data collection disciplines, ideally with experience of change management, integration and service development. Due to the global nature of this role, the position can be based in any key worldwide location.

CHIEF EXECUTIVE OFFICER/MD - FRANCE

Major group • Based Paris • € Very attractive + benefits + bonus

An outstanding opportunity for a senior commercial manager to take charge and drive forward one of the key European businesses within this global group. You will be responsible for a significant base of business and a dedicated team who will look to you for guidance and development, while you will also work as part of a European Board contributing to regional and global development initiatives. Applications are invited from those with a credible agency track record either in France or elsewhere in the world, and fluent French would be highly desirable. This opportunity will give you the opportunity to develop your international career within a successful and forward-thinking 'top tier' research group with a substantial salary, package and excellent prospects at a local, regional and global level.

CHIEF EXECUTIVE (B2B) - HIGHLY SUCCESSFUL CONSULTANCY

London • £120-£140,000 (neg) + benefits + bonus + options

Succession planning within this highly-regarded Consultancy has created the need for a 'high-flying' individual to take charge of a substantial and thriving business. This position requires a 'Director of Directors' where you will lead a senior team during a 'hand-over' period from the current Managing Director. Plenty of autonomy and the chance to consolidate your outstanding commercial and client management skills in a company which has become well-known for its strategic offering. The ability to present to very senior client audiences is essential and applications are welcome from those with experience of the following: financial services, corporate communications, business consulting, management consultancy.

SOLUTIONS DIRECTOR (EUROPE) - INTERNATIONAL GROUP

London, France, or Italy • £100-£120,000 (neg) + bonus + benefits

One of the world's top groups is looking for a 'Product Champion' to oversee and market one of its highly sophisticated marketing and research tools in Europe. An appreciation of strategic research, motivational research products or brand/advertising research is essential for this client-facing role where you will define and implement the marketing strategy for this highly-sophisticated branded solution. Branded solutions, advertising, brand/communications or strategic research experience essential along with the ability to develop 'strategic alliances' with marketers right up to Board level and a credible commercial track record. Outstanding prospects at regional and global levels based London, Paris or Milan.

FMCG CONSULTANT - STRATEGIC RESEARCH CONSULTANCY

London • £90-£120,000 (neg) + bonus + benefits + equity

Can you command a senior client audience and tell them what they really need to know, rather than what they want to hear? Are you currently working at a senior level with a leading agency and can't think what to do next? This highly successful and profitable agency could be just the tonic! They are an established team of consultants who are engaged by clients for the most complicated of projects and need an FMCG specialist to complement the team and to develop their offering in this field. A strategic mindset, broad appreciation of methodologies and outstanding communication skills are essential. Equity is available.

MD (ONLINE) - NEW CONSULTANCY (PART OF PR GROUP)

London • £80-£110,000 (neg) + share options + bonus + benefits

Are you an online and/or communications expert looking for a lucrative career challenge? This highly-successful PR and communications group is a huge spender on online research and is looking to bring much of this in-house to create an autonomous research agency within the Group. Applicants for this role should have a credible online research agency background and be able to define, plan and realise commercial objectives. In return, the sky is the limit - there is plenty of scope to develop new services and extend the agency's offering, whilst also recruiting and developing technical/operations resources which will in turn also increase profitability. An excellent salary and equity is therefore available.

MANAGING DIRECTOR/DESIGNATE - UK

Major group • South East/M40 Corridor • £75-£90,000 + great benefits + bonus

This international group is looking to strengthen its customised FMCG/consumer business in the UK by appointing an MD/Designate. You will be in charge of developing the UK business and will work as part of a senior European team, therefore 'tapping' into a substantial international network. This high-profile role would be ideal for a Research Director with excellent commercial skills to create and develop a successful and profitable UK agency as part of a global network.

For further information or to discuss top tier career opportunities contact **JULIAN HADFIELD** in total confidence on 020 7242 6321, email julian@personnelresources.co.uk or write to 55/56 Lincolns Inn Fields, London WC2A 3LJ.

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MARKET RESEARCH OPPORTUNITIES

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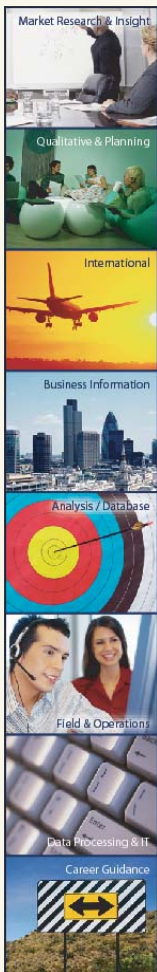
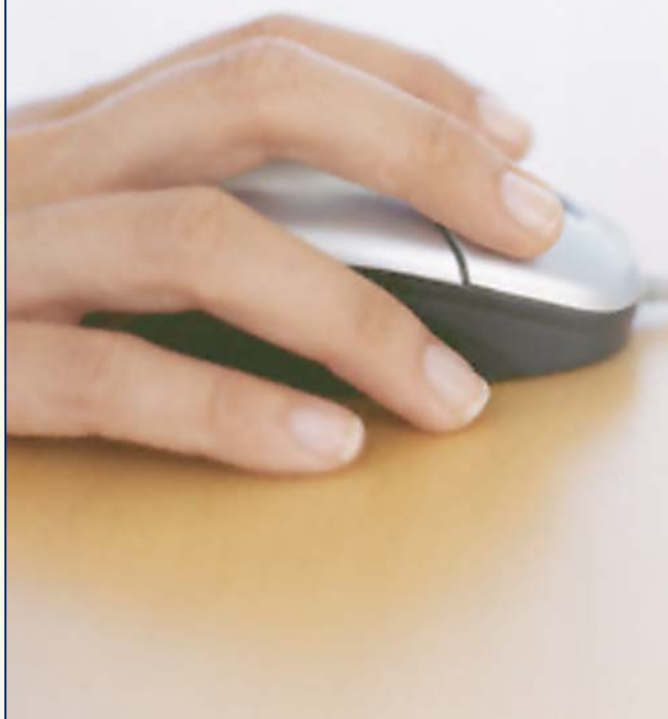
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At Personnel Resources, when it comes to making your next move in Research, Insight, Analysis or Planning, we offer unrivalled and impartial career advice, based on our long-standing expertise in the market. Whatever your specialisation or level, we have a dedicated consultant who really knows your sector inside out and who will take the time to understand your needs in order to get the match just right.

To find out more or for expert advice please call one of the team on 020 7242 6321 or visit our website at www.personnelresources.co.uk to view the broadest range of current vacancies.

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FIELD, OPERATIONS, ANALYSIS & DP

CAWI SCRIPTWRITER - INTL AGENCY

SW London • £25-£35,000 + benefits

Opportunity for a Scriptwriter to join a fast-growing and innovative online research agency. The role will involve programming online surveys using ConfirmIT in addition to other packages and applications. ConfirmIT experience would be ideal; Java, HTML, ASP, SQL, VB or Flash useful (further training available).

PROJECT MANAGER - ON-LINE AGENCY

Central London • £25-£30,000 + benefits

Are you an operations specialist keen to progress in online research? This well-reputed agency is looking to build their team with the addition of an experienced Project Manager. You should have a good understanding of internet-based research and be looking for plenty of client interface and international exposure.

INTL FIELD MANAGER - TOP AGENCY

Oxon • £25-£30,000 + benefits

Great role out of London with this leading global group to take charge of all fieldwork activity across one of their busiest regions. You should be well-versed in field management with a good track-record in co-ordinating quantitative research projects. You should also have a genuine interest in international research and be keen to progress your career within a fast-paced environment.

TELEPHONE PROJECT CONTROLLER

Major Agency • London • £23-£28,000 + benefits

An excellent first move for a telephone specialist looking to establish their career in project management within a leading global agency. You will oversee and manage projects from beginning to end, liaising regularly with clients and other internal departments. Outstanding training with genuine opportunities to diversify!

SENIOR SPEC WRITER (QUANT)

Independent Agency • Central London • £28-£32,000 + benefits

Due to ongoing success this top independent research agency is looking for a talented spec writer with excellent project management skills. This role will give you the best of both worlds - marketing-leading training on new packages (CATI and web based) coupled with a chance to further your Quantum skills across a range of complex and exciting projects.

DP EXECUTIVE (NEBU) - GROWING AGENCY

West London • £25-£30,000 + benefits

A great opportunity for a spec writer with strong Merlin skills to join a rapidly-growing independent agency. Would suit an individual who is looking to further develop their DP skills in a fun and friendly environment where training and development is encouraged. Immediate opportunity to learn NEBU.

DP EXECUTIVE - TOP AGENCY

London • £25-£27,000 (neg) + benefits

Take your DP skills to this leading agency in a role which will give you plenty of variety across an exciting range of project types. Bellview, QSL and Merlin experience would be ideal though other packages will be considered as further training can be provided. There is also plenty of scope to further your technical skills.

FIELD PROJECT MGR - FIELD & TAB AGENCY

London • £22-£26,000 + benefits

Broaden your horizons in field and work on a varied range of projects within a professional team environment! This is an exceptional opportunity to work across quant face-to-face, qualitative and CATI projects. You should have a good grounding in one or more of these disciplines and be genuinely keen to expand your skills set and learn new areas of research.

For further information, contact **REBECCA SETON** (Field/Operations) or **CHARLES MOORE** (DP/Analysis) on 020 7242 6321, email rebecca@personnelresources.co.uk, charles@personnelresources.co.uk or write to 55/56 Lincolns Inn Fields, London WC2A 3LJ. See far more vacancies at www.personnelresources.co.uk

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